PREMIER

Brand Identity Manual

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This manual can also be viewed online.

Please visit www:bestwestern-net.de/bi-manual/

Please contact your Affiliate Office/PDR or Best Western International for signage specifications.

A Standard of Excellence...

...from Best Western, THE WORLD'S LARGEST HOTEL CHAIN ®

PREMIER

Best Western Premier is an important distinction to help travel agents and customers identify the Best Western hotels that offer additional services and amenities.

This Brand Identity manual gives you the information necessary to help you correctly use the Best Western Premier logo and the words "Best Western Premier". Basic formats and design cover all elements of communication from signage and stationery to hotel brochures. Its purpose is to maintain Best Western Premier brand identity while allowing the hotel to express its individual personality.

This manual does not replace the Best Western brand identity manual in your region. Whenever the Best Western Premier logo or words are used, it must comply with the regulations in this manual.

Each Best Western Premier hotel must ensure that the following items use the Best Western Premier branding:

- At least 1 compliant Property Identification Sign
- Hotel Brochure (a Rack Card will not be sufficient)
- Stationery – letterheads and envelopes
- Business Cards
- Membership Plaque (to be supplied by Affiliate/PDR office)
- Desk Plaque (to be supplied by Affiliate/PDR office)
- Telephone answered Best Western Premier

The following items may be branded using Best Western or Best Western Premier branding as contained in this manual:

- Prestige Brochures
- Guest Directories
- Secondary Property Name Signs
- Off-Premise Signs
- Courtesy Vehicle
- Miscellaneous

The guidelines in this manual are the only possible options for use of the Best Western Premier name and identity on these required and optional items. The guidelines must also be followed when choosing to use the identity on other items in or around your property.

Please note: Some of the examples shown are not currently Best Western Premier Hotels. A cross section of samples (real and ficticious) were used in order to show how best to use the Best Western Premier Brand Identity with a number of different hotel logos and pictures.

The Best Western Premier Logo

To maintain a quality image worldwide, it is essential that every member maintain the integrity of the Best Western Premier logo by displaying it in its correct form.

The Best Western Premier logo is a registered trademark of Best Western International Inc.

- The Best Western Premier logo must always be reproduced exactly as specified in this manual.
- The logo must always be reproduced in its entirety. No elements (even gold “Premier” descriptor) are to be used separately.
- The logo must always be used in proportion, regardless of the size.
- The logo is never to be smaller than 20 mm wide (otherwise the Best Western logo is smaller than 12,5 mm wide and this will not be accepted).
- All logos must display the ® as per examples below and the Best Western “Premier” descriptor as per examples below.
- When reproducing the logo, please visit the website www.bestwestern-net.de/bi-manual/ to download the logo.
- The logo may be printed only in the colours displayed below. No other colour combinations are acceptable.
- The logo is never to be reversed out (see page 6).
- For all mandatory printed items (letterheads, envelopes, business cards, hotel brochure), Pantone 873 must be used for the Premier descriptor and the gold stripes in the blue bar. The four-colour process application of the golden colour will not be accepted.
- If using a one colour application on any printed material, it must be Pantone 873. Where this is not possible (i.e. advertising, catalogue entries), please refer to guidelines on page 5.
- In the case of newspaper advertising, the Best Western Premier logo can be printed in black and white.

FULL COLOUR BEST WESTERN PREMIER LOGO
PANTONE 280 (Blue), PANTONE 116 (Yellow) PANTONE 485 (Red), PANTONE 873 (Gold)

ONE COLOUR BEST WESTERN PREMIER LOGO
PANTONE 873

Four-Colour Process Application & Backgrounds

In some cases – like advertisements, catalogue entries, partner sponsoring, etc. – it will not be possible to print the gold Best Western "Premier" descriptor in Pantone 873 because the complete object will be printed in a four-colour process application. In order to ensure the gold is presented consistently, the colour application below must be followed:

BEST WESTERN LOGO
INNER RADIUS LINE: BEST WESTERN YELLOW
CROWN: BEST WESTERN RED
BACKGROUNDFIELD: BEST WESTERN BLUE
OUTER BORDER: BEST WESTERN BLUE
"BEST WESTERN": BEST WESTERN YELLOW
® (FOR "REGISTERED TRADEMARK"): BEST WESTERN YELLOW
DESCRIPTOR: BEST WESTERN GOLD
Best Western
PREMIER
BEST WESTERN PREMIER DESCRIPTOR

Please note: Process colours must match the equivalent Pantone colour. These are the only process colours equivalent percentages allowed in four-colour process printing:

Full coloured Best Western Premier logo in four-colour process application

Best Western Red	**Best Western Yellow**	**Best Western Blue**	**Best Western Gold**
90% Magenta 100% Yellow	100% Yellow 15% Magenta	100% Cyan 80% Magenta 20% Black	70% Yellow 35% Magenta 35% Cyan
or Truecolour PANTONE 485	or Truecolour PANTONE 116	or Truecolour PANTONE 280	or Truecolour PANTONE 873

The background colour for the required stationery items (letterhead, envelopes, brochure, business card) must be off white. For other stationary items, white can also be used. For speciality items, such as t-shirts, pens, etc - any colour background will be permitted. In a four-colour process the "off-white" is defined as 12% yellow. If the paper itself has a colour (often called "crème", "champagne" or "chamoix"), it must match a printed 12% yellow.

Incorrect Brand Identity Graphic Standards

Please never use the Logo like this ...

DO NOT alter the Best Western Premier brand identity colour combinations, or use a wrong colour. Use the colour applications outlined in the general information at the beginning of this section.

DO NOT isolate any elements of the Best Western Premier brand identity. Never separate elements and combine them to form a different logo. Always use the logos provided with this manual (disk) to ensure correct logo reproduction.

DO NOT add any graphic elements to the Best Western Premier brand identity.

DO NOT distort the Best Western Premier brand identity. Always use the logos provided with this manual (disk) to ensure correct logo reproduction.

DO NOT reproduce the Best Western Premier logo smaller than 20 mm wide otherwise the Best Western logo is smaller than 12,5 mm wide (and that is not allowed).

DO NOT scan the Best Western Premier brand identity for desktop publishing. Scanning results in a logo that is not clean, crisp and easy to read. If a copy of the Best Western Premier logo is needed on a computer disk call your Affiliate office/PDR.

DO NOT reverse out the logo.

DO NOT use the Best Western Premier logo or the descriptor in any other way than shown on pages 4-5.

DO NOT use the Best Western Premier logo too close to the property logo, since it appears as a combined unit.

Best Western Typestyles

Adobe Helvetica Neue and ITC Century Book Condensed

When printing Best Western Premier materials, only two families of type are used: Adobe Helvetica Neue and ITC Century Book Condensed. See specific item sections to determine typestyles, sizes and weights for each application.

ITC CENTURY LIGHT CONDENSED

Referred in this manual as Century Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ITC CENTURY BOOK CONDENSED

Referred in this manual as Century Book Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ITC CENTURY BOLD CONDENSED

Referred in this manual as Century Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ITC CENTURY BOOK ITALIC CONDENSED

Referred in this manual as Century Light Italic Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ADOBE HELVETICA NEUE 45 LIGHT

Referred in this manual as Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ADOBE HELVETICA NEUE 65 MEDIUM

Referred in this manual as Helvetica Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ADOBE HELVETICA NEUE 75 BOLD

Referred in this manual as Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ADOBE HELVETICA NEUE 46 LIGHT Italic

Referred in this manual as Helvetica Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

International Typeface Corporation operates under this name domestically and in foreign countries and is known as "ITC." ITC and its typeface names are registered trademarks of International Typeface Corporation in certain countries. In addition, ITC® Typefaces are protected by design legislation and copy rights in certain countries. (See ITC specimen books)
Adobe is a trademark of Adobe Systems Incorporated which may be registered in certain jurisdictions.
Helvetica is a trademark of Linotype-Hell AG and/or it's subsidiaries.
Both typefaces are protected under licencing laws. Best Western cannot provide them.

Property Identity...

...With the Best Western Premier Identity

THE BEST WESTERN PREMIER LOGO WITH THE PROPERTY NAME

ON PRINTED MATERIALS: When using the Best Western Premier logo above or to the left of your property name, your property name and all identifiers must be in ITC Century Book Condensed type. The type must be in Best Western gold (Pantone 873). The property name must be used in combination with the Best Western Premier logo. When you are using the Best Western Premier logo in this application you may opt to eliminate the words Best Western Premier preceding your property name. Specific type sizes and proportions are outlined for each application on the appropriate pages of this Brand Identity Manual.

FOR SIGNAGE AND COURTESY VEHICLES: The property name may be in the property's own typeface – see appropriate pages.

YOUR PROPERTY LOGO WITH THE WORDS BEST WESTERN PREMIER

Guests can be confused by the display of both the Best Western Premier logo and individual property logo in a single presentation. Therefore, whenever using your property logo, the words "Best Western Premier" must precede the property name (unless otherwise specified in this manual) and must be printed in either Adobe Helvetica Neue or ITC Century Book Condensed. Specific typestyles (such as italic, bold, condensed, etc.) are acceptable for use as long as they are one of these two type families.

When the words "Best Western Premier" are used with your property name or property logo on printed materials, the majority of the letters of the words "Best Western Premier" must be no less than one-third the height of the majority of the letters of the property name.

THE PROPERTY LOGO HAS TO COMPLEMENT THE COLOURS OF BEST WESTERN PREMIER

It is important that when the property logo is being used, **consideration is given to the colour/design** so that the overall presentation is effective and pleasing to the eye. **The colour of the words Best Western Premier can be one of the colours of the property logo or an approved Best Western colour.**

NEVER USE THE BEST WESTERN PREMIER LOGO WITH THE PROPERTY LOGO

Your property logo must always be separated from the Best Western Premier logo by enough distance so that they **do not appear as a combined unit.**

Printing Material

General Design Guidelines

The image of Best Western Premier and your property is promoted, and reflected, on every material which is used by your staff, guests and clients. Whatever colour combinations and placement of the logo and colour bar are chosen, they should be used consistently (as you will see on the following pages) so that your individual property identity works well with the Best Western Premier logo to create a consistent, attractive look.

GENERAL DESIGN GUIDELINES

POSITIONING:
- On all material from the size of a business card to a DIN A4 Format, the Best Western Premier logo must be the first readable text (from the left above corner to the right below corner) and is always positioned on the top of the page preceeding (above or to the left of) the property logo or name.

LOGOS:
- Generally it is not recommended for Best Western Premier hotels to use their own property logo. If it is being used, the property logo can never be more prominent than the Best Western Premier logo. When both the Best Western Premier and property logo are used, the property logo must be separated from the Best Western Premier logo.
- The words “Best Western Premier” must be integrated in the property logo. The resolution of this is, that the brand Best Western Premier will be recognized first which will increase the awareness of Best Western Premier and in turn, your property.

COLOUR:
- There are only two possibilities for the Best Western Premier logo (full colour and gold), as specified on pages 4-5 of this manual. The following page describes how the colours of the bar must be used.
- For stationery, the only accepted colour types for the property name is Best Western Gold. Exception: if the property logo (or a property name in its own typestyle) is positioned at the bottom of the page, it can be in its own colours. The colour of all other types (addresses and other content) must be in Best Western Gold, Best Western Blue or Black.
- The same colour logo must be used on the letterhead and envelopes.
- If a property logo (or a property name in its own typestyle) is used at the top of a page (right edge), it must be printed in Best Western Gold (see page 14).
- **The background colour for the required stationery items (letterhead, envelopes, brochure, business card) must be off white**. For other stationery items, white can also be used.
- For speciality items such as clothing, pens etc, any background colours are allowed.
- Approved Best Western background colours are white, black, Best Western Blue, Best Western Grey, Best Western Gold.

SIZES:
- On all collateral, from the size of a business card to a DIN A4 Format, the Best Western Premier logo is always 31 mm wide (see pages 10-14). Exception: the Guest Directory (see page 19).
- The colour bar is always 6.5 mm thick (see following page). No text shall appear in the colour bar. The bar is always to be placed on the top of the page (see following page).

TYPES:
- Except for the property logo itself (or a property name in its own typestyle), all appearing types of all shown texts must be in the approved typestyle “ITC Century Book Condensed” or “Adobe Helvetica Neue” (see page 7).

PAPER:
- All printed material should be on a high quality paper. The colour is always white or off-white, except for required stationery items, which must be off white.

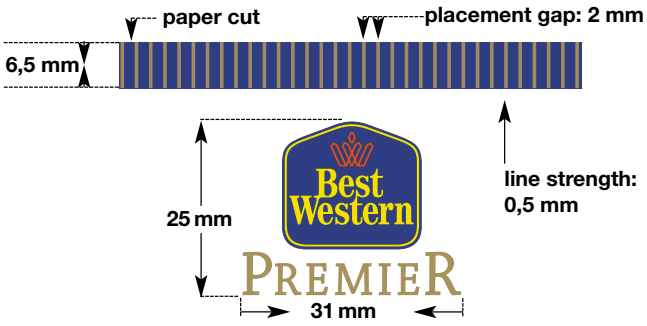
Please note: For more detailed definitions on the mandatory items, please see the relevant pages.

Best Western Premier Logo and Bar

In order to increase the awareness and recognition of Best Western Premier, repetitive and consistent branding is vital. In order to achieve this, the Best Western bar is part of the overall design. **For all objects which are produced on paper (specifically stationery) the bar must be in place along with the logo.** For other items (outdoor signage, production of promotion articles) the bar is not applicable.

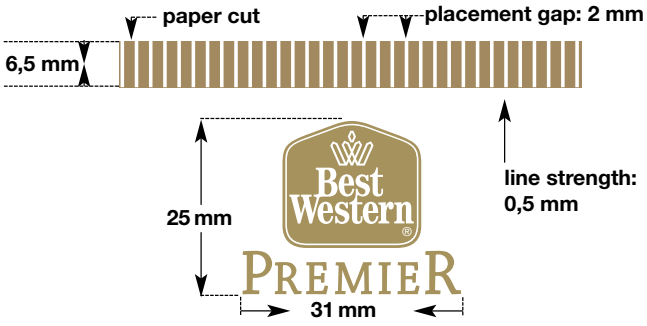
To distinguish between the Best Western Premier hotels and the Best Western Core Brand hotels, the Best Western Premier bar has fine gold vertical lines. To obtain a uniform appearance of the Best Western Premier hotels, there is only one possibility for the placement of the bar and two possibilities for the placement of the Best Western Premier logo (refer to following pages). Please note: The bar always runs across the whole page width and is paper cut.

A standard size has been defined for the Best Western Premier logo and bar: the logo is 25 mm high and 31 mm wide (Best Western logo is hereby 19,5 mm wide), the bar is 6,5mm thick (the lines in the bar are 0,5 mm strong with a placement gap of 2 mm). These standard sizes make the implementation of the design and production of printing materials more consistent. From the business card to the A4 Format the logo has the same size and the bar the same strength (Exception: Guest Directory, refer to page 19). Furthermore, the placement of the logo and bar are defined to create a balance with one another. Pages 11-14 display the consistency achieved from compliance with these requirements.



Standard-Illustration size
Full Colour Logo Version

With this version, the bar is Best Western Blue, the Best Western logo is full colour (four-colour application or Pantone true colours). The “Premier” descriptor and the lines in the bar are gold, printed in Pantone 873 or gold foil. This version is highly recommended for all materials.

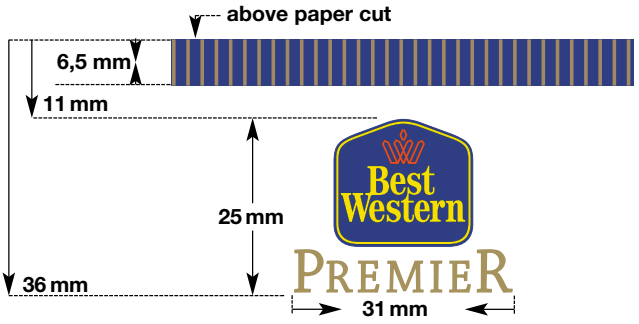


Standard-Illustration size
One Colour Version

With this version all printed items must be printed in gold Pantone 873 or gold foil. The stripes in the bar are white. This version is applicable for non-mandatory items (such as notepaper, shampoo bottles, etc.) and for three of the mandatory items “letterhead”, “envelope” and “business cards” (but it is not recommended).

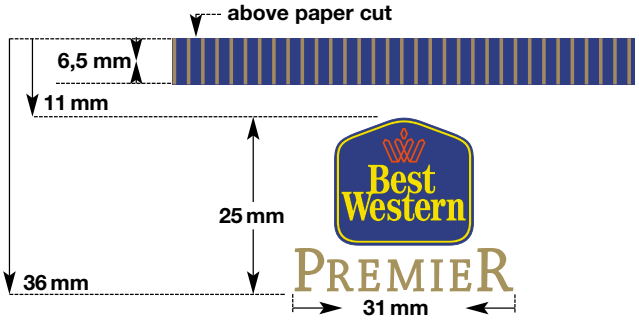
Option 1: Centred logo without property logo

Unlike the brand identity manual for the core brand, the following options require a more consistent look throughout your collateral-brochures, stationery, business cards, sales folders, etc.



Standard Setup, Option 1:
The bar is placed at the top edge of the page, with the Best Western Premier logo located in the middle under the bar (sizes as shown here). The hotel name, without the property logo, is located under the Best Western Premier logo. Hotel name must be in Best Western Gold and in ITC Century Book Condensed type. Paper can be white or off-white except for the required stationery items. For individual item specifications please refer to the applicable page.

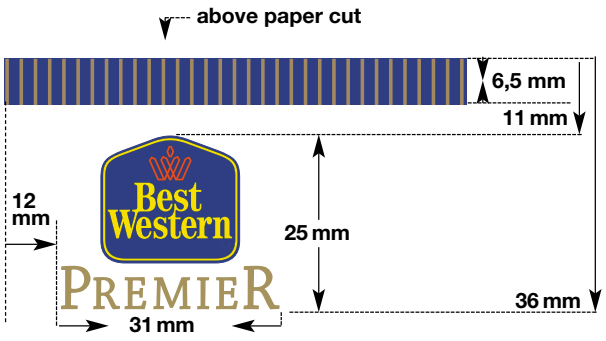
Option 2: Centred logo with property logo



Standard Setup, Option 2:
The bar is placed at the top edge of the page, with the Best Western Premier logo located in the middle under the bar (sizes as shown here). **The property logo must be located at the bottom of the page and may be printed in its own colours.** Paper can be white or off-white except for the required stationery items. For individual item specifications please refer to the applicable page.

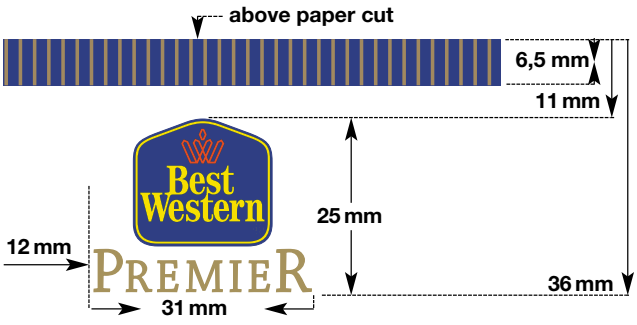
Best Western
PREMIER
Best Western Premier Hotel Ambassador · Rembrandtpl.34 · 2042 TA Zandvoort
Minibar-Service
Kammer nr./Room no.: _____
Artikel / Designation
Quantitie / stock
Prijs / price per unit
Antal / number
Totaal / value
Mineralwater met prik 0,25 l 2 € 3,50
Mineralwater zonder prik 0,25 l 1 € 4,00
Sinaasappelsap 0,20 l 2 € 3,50
Appelsap 0,20 l 1 € 3,50
Schweppes-Bitter Lemon 0,20 l 1 € 4,00
Schweppes-Tonic Water 0,20 l 1 € 4,00
Schweppes-Ginger Ale 0,20 l 1 € 4,00
Coca Cola 0,20 l 2 € 3,50
Heineken pils 0,33 l 1 € 4,50
De Koninck 0,33 l 1 € 4,50
Wijn wit 0,25 l 1 € 8,50
Wijn rood 0,25 l 1 € 8,50
Sekt 0,20 l 1 € 8,50
Aquavit 4 cl 2 € 5,00
Genever 4 cl 2 € 9,00
Whisky 4 cl 2 € 9,00
Rum 4 cl 2 € 9,00
Chocolade 12,5 g 1 € 1,20
Nooten 1 € 3,00
Chips 1 € 3,00
Handtekening/signature
Totaal/total €
Please note your consumption and leave this list at reception upon departure.
Best Western Premier
AMBASSADOR
Hermann de Koning
General Manager
Rembrandtsplain 34
NL-2042 TA Zandvoort
Telefon: + 31 (0)30 8 84 25-0
Telefax: + 31 (0)30 8 84 25-13
info@ambassador.bestwestern.nl
www.ambassador.bestwestern.nl
Reservierung: 0800 0221455
Best Western Premier Hotel Ambassador Rembrandtsplain 34 NL-2042 TA Zandvoort General Manager: Hermann de Koning
Telefoon: + 31 (0)30 8 84 25-0 · Fax: + 31 (0)30 8 84 25-13 · info@ambassador.bestwestern.nl · www.ambassador.bestwestern.nl
Bank Zandvoort · Conto 47 000 123 · BLZ 532 500 00 · Firma Hotel Ambassador · Register Zandvoort · HRB 012
MEETINGS AND C
AT A PERFECT
ZANDVOORT
NETHERLANDS
Aankomstdatum / arrival
Vertrekdatum / departure
Personen / persons
Kenteken / license plate
Garage / garage
Naam, Voornaam / name, first name
Geboortedatum / date of birth
Nationaliteit / nationality
Woonplaats (Straat / Nr. / Postcode / Plaats) / adress (street / no. / city code / area)
Paspoort-Nr. / passport no.
Datum van uitgifte / date of issue
Plaats / place of issue
Firma / company
Handtekening / signature
Betaalwijze: / payment:
Contant / cash
American Express
Eurocard
Visa Card
Euro Cash

Option 3a: Left aligned logo with property logo

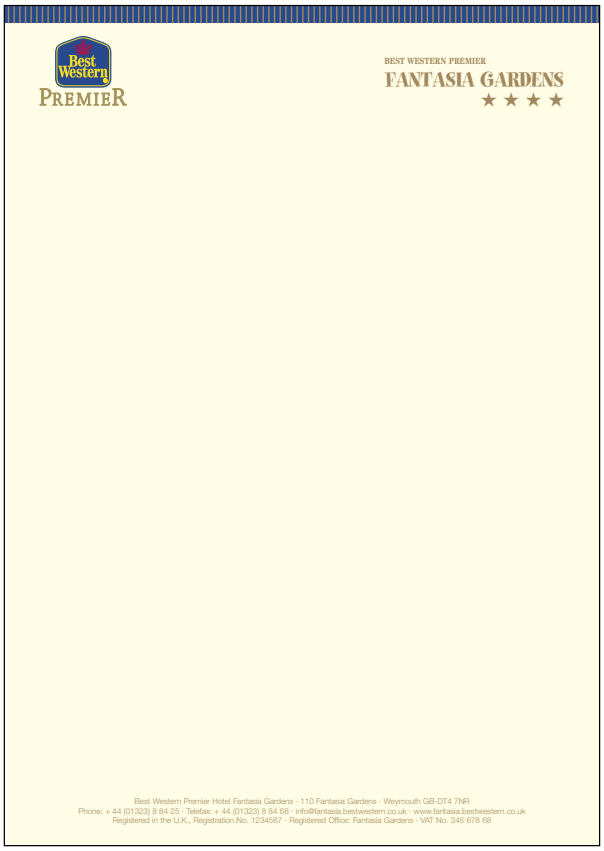


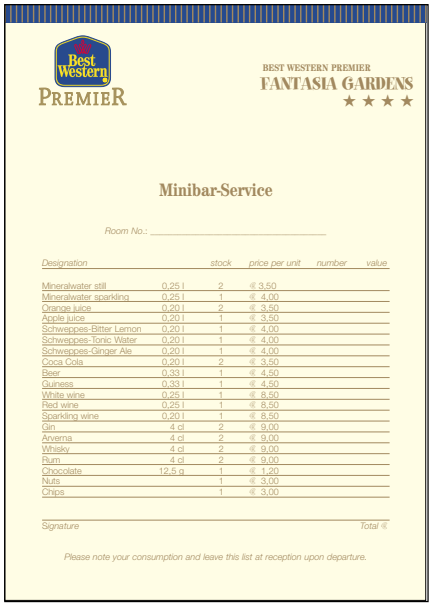
Standard Setup, Option 3a:
The bar is placed at the top of the page, with the Best Western Premier logo located in the left edge below the bar (sizes as shown here). The property logo is located in the left edge at the bottom of the page. Paper can be white or off-white except for the required stationery items. For individual item specifications please refer to the applicable page.

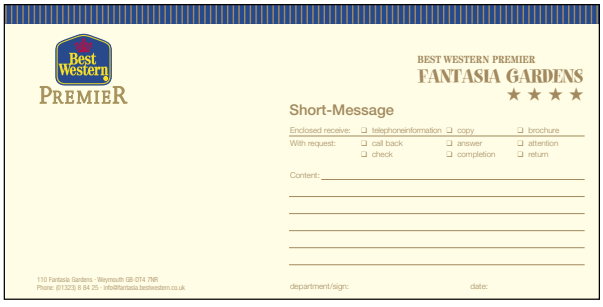
Option 3b: Left aligned logo with property logo



Standard Setup, Option 3b:
The bar is placed at the top of the page, with the Best Western Premier logo located in the left edge below the bar (sizes as shown here). The property logo is located in the right edge below the bar. **The property logo and the words "Best Western Premier" must be in Best Western Gold.** Paper can be white or off-white except for the required stationery items. For individual item specifications please refer to the applicable page.


BEST WESTERN PREMIER
FANTASIA GARDENS
Best Western Premier Hotel Fantasia Gardens · 110 Fantasia Gardens · Weymouth GB-DT4 7NR
Phone: + 44 (01323) 8 84 25 · Telefax: + 44 (01323) 8 84 68 · info@fantasia.bestwestern.co.uk · www.fantasia.bestwestern.co.uk
Registered in the U.K., Registration.No. 1234567 · Registered Office: Fantasia Gardens · VAT No. 345 678 68


BEST WESTERN PREMIER
FANTASIA GARDENS
Minibar-Service
Room No.:
Designation
stock
price per unit
number
value
Mineralwater still 0,25 l 2 € 3,50
Mineralwater sparkling 0,25 l 1 € 4,00
Orange juice 0,20 l 2 € 3,50
Apple juice 0,20 l 1 € 3,50
Schweppes-Bitter Lemon 0,20 l 1 € 4,00
Schweppes-Tonic Water 0,20 l 1 € 4,00
Schweppes-Ginger Ale 0,20 l 1 € 4,00
Coca Cola 0,20 l 2 € 3,50
Beer 0,33 l 1 € 4,50
Guiness 0,33 l 1 € 4,50
White wine 0,25 l 1 € 8,50
Red wine 0,25 l 1 € 8,50
Sparkling wine 0,20 l 1 € 8,50
Gin 4 cl 2 € 9,00
Arverna 4 cl 2 € 9,00
Whisky 4 cl 2 € 9,00
Rum 4 cl 2 € 9,00
Chocolate 12,5 g 1 € 1,20
Nuts 1 € 3,00
Chips 1 € 3,00
Signature
Total €
Please note your consumption and leave this list at reception upon departure.



Hotel Brochure

Brochure Front Cover Format

A hotel brochure serves to attract potential guests with special amenities and unique features, while giving all of the important information that a customer will need. With the aim of presenting a quality, consistent message to the world, all Best Western Premier hotels must have and display a hotel brochure with a minimum of four pages (including the front cover). **A Rack Card will not be sufficient for a Best Western Premier hotel.** The brochure front cover always has to comply as shown below or see the samples on page 17. The true personality of the property can be expressed in the front image area, and on the inside and back pages. The brochure must be printed on high quality paper.

FOLLOW THE TECHNICAL SPECIFICATIONS OUTLINED ON PAGES 4-10 AND BELOW:

- The brochure size (closed) must be 100/105 mm x 210 mm. The actual size is not shown below.
- The design in the sample below is the highly recommended one. Other designs (see page 17) are possible alternatives.
- Only the full colour Best Western Premier logo is allowed. The described logo size (see page 10) has to be used.
- The whole brochure has to be produced in full colour with true colour Pantone 873 for the gold and in high quality, minimum paper weight: 135g.

The front cover of the brochure must contain:

- Colour Bar: Best Western Blue with gold stripes appears across top of brochure **(on brochure back page too).**
- Best Western Premier logo: Full colour.
- Location information: city plus
  - province and/or state
  - province and/or country
  - state and/or country

  Use maximum of two lines.
- Cover Image: Property photo, destination shot or artwork.
- The gold frame around the image area is mandatory except when a photo collage is used (see sample B on page 17).
- Property name or logo appear at bottom of brochure.
- Off-white background.
- No other type or design element is to appear on the front cover.

Hotel Brochure

Brochure Back Cover Format

FOLLOW THE TECHNICAL SPECIFICATIONS OUTLINED ON PAGES 4-10 AND BELOW:

- The brochure size (closed) must be 100/105 mm x 210 mm. The actual size is not shown below.
- The design in the sample below is the highly recommended one. Other designs are possible alternatives.
- The full colour Best Western Premier logo or the one colour logo in Best Western Gold is allowed. The described logo size (see page 10) has to be used.
- The whole brochure has to be produced in full colour with true colour Pantone 873 for the gold and on high quality paper, minimum paper weight: 135g.

The back cover of the rack brochure must contain:

- A colour bar must appear top of brochure, Best Western blue with gold stripes.
- Proper branding if property name is displayed
- Location information with property address and property phone number.
- Image area: Property photo, destination shot, artwork, maps must be contained within the image area (79,5 x 124 mm).
- Property logo can print in its own colours.
- Off-white background

CENTRE LINE OF PAGE
COPY AND LOCATOR MAP AREA
PREMIER
So finden Sie uns:
How to find us:
PROPERTY NAME
ITC Century Book Condensed
16/15 pt. U&lc Centered
ADDRESS / PHONE / E-MAIL / WEB SITE
Adobe Helvetica Neue Light
10/12 pt. U&lc Centered
NOTE: PHONE IN HELVETICA MEDIUM
RESERVATIONS TYPE
Adobe Helvetica Neue Light
10/16 pt. U&lc Centered
800 NUMBER
ITC Century Book Condensed
20/19 pt. U&lc Centered
OPTIONAL TAGLINE
Adobe Helvetica Neue Medium
8 pt. U&lc Centered
Best Western Premier Hotel Villa Stokkum
Best Western Reservierung: 0 18 02 - 21 25 65

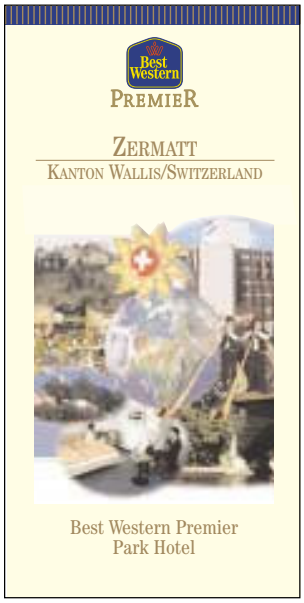
Hotel Brochures

Examples

EXAMPLE A

More pictures than one can be used on the front cover.

EXAMPLE B

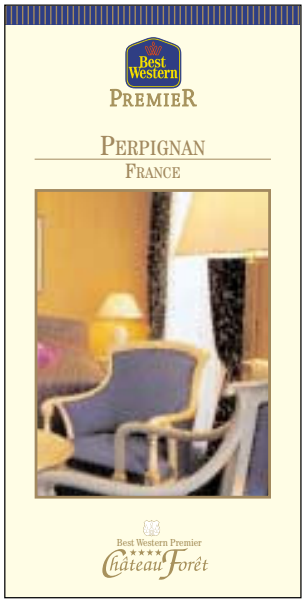


If a collage or art work is used on the front cover, the golden frame must not appear.

EXAMPLE C

Additional graphic elements like white lines can appear on the front cover as long as they are inside the picture frame.

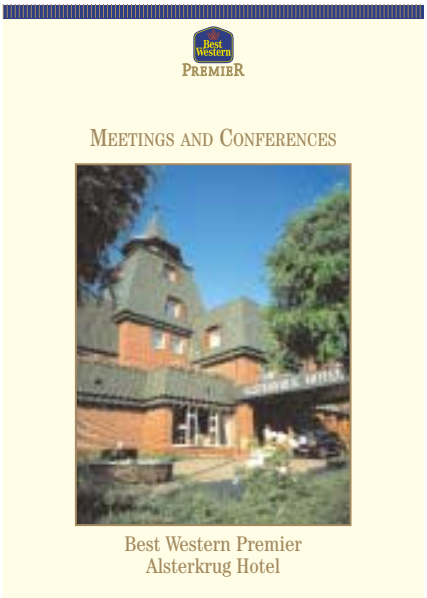
EXAMPLE D



Prestige Brochures

Examples

The specifications for the Best Western Premier hotel brochure are outlined on page 15-16. This is mandatory. For all additional brochures your hotel produces (including those brochures that are for services provided by your hotel), the following specifications must be met when producing new or reprinting existing brochures:



- The Best Western Premier logo (full colour or gold) above property name/logo.
- If property name/logo is placed above the Best Western logo, the words Best Western Premier (in one of the colours of the property logo and the approved fonts) must precede the property name/logo.
- The Best Western Premier logo must meet minimum size requirements (31 mm wide).
- The Best Western logo can be on the front or back of the brochure.
- The Best Western Premier logo must be visibly separated from the property logo.
- If using the words Best Western Premier they must be in gold foil.
- The background colour is recommended to be off white.
- The colour bar is used on white or off white backgrounds only.
- The Best Western Premier logo (full colour or gold) is only to be used on one of the approved background colours. If using another colour for the background, the words Best Western Premier are to be used instead of the Best Western Premier logo.

Signage

Courtesy Vehicle

Property courtesy vehicles transporting 6 or more guests can either follow Best Western or Best Western Premier guidelines. It is not mandatory to have a courtesy vehicle, but if the property has a courtesy vehicle, the vehicle must comply.

If you share a courtesy vehicle with other organisations you must display a full colour Best Western or Best Western Premier logo that is of equal size to or larger than the other organisations. The logo is not to be less than 200mm wide for the Best Western logo and 310 mm wide for the Best Western Premier logo.

- The Best Western Premier logo must comply with the standard specifications and colours outlined on pages 4-10 of this manual, the full colour Best Western Premier logo is recommended.
- The Best Western Premier logo must be a minimum of 310 mm wide and represent approximately 30 % of the total space of the Best Western Premier logo and hotel name.
- The colour of the vehicle is recommended to be white or blue if using the Best Western Premier logo.
- If not using white or blue background, than please use the words “Best Western Premier” in gold in conjunction with the property name.

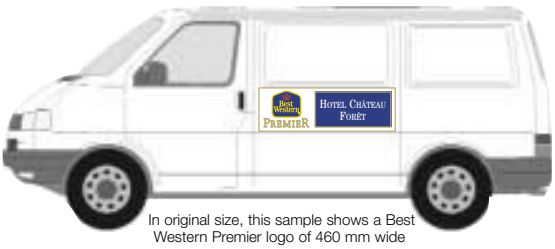
For consistency, we recommend that you use decal or a magnetic sign that looks like this:

Gold type on a white background

Property name in ITC Century Book Condensed typeface centred, white on blue field

A logo in front is recommended

This solution looks best with ITC Century Book Condensed typeface in gold



In original size, this sample shows a Best Western Premier logo of 460 mm wide

Electronic Branding

Best Western Premier Webpages

As the guidelines for electronic branding change on a regular basis due to the nature of the business, please contact your Affiliate or Best Western International for the latest guidelines.

Guest Directory

Technical Specifications and Examples

The Guest Directory is a global mandatory item in every guest room worldwide. It can follow either Best Western guidelines or Best Western Premier guidelines. The Directory should give all important information about the hotel a guest will need. **So a single page Directory will not be sufficient for a Best Western Premier hotel.** The Directory should express the high quality of a Best Western Premier hotel therefore it must be produced in a high quality too.

FOLLOW THE TECHNICAL SPECIFICATIONS OUTLINED ON PAGES 4-10 AND BELOW:

- The front cover of the Directory or the first page inside the directory must show a full colour or a one colour Best Western Premier logo.
- If the front cover or the first page has a size of DIN A4 (297 x 210 mm) or bigger, the Best Western Premier logo must be of a standard size of 86 mm wide (Best Western logo is 54 mm wide). If the Directory is a smaller size (A5), the Best Western Premier logo must have a minimum width of 47 mm (Best Western logo is 30 mm wide).
- The bar with the gold stripes should appear on the front cover of the directory only if it is printed on paper. The bar must be 6,5 mm thick and has to follow the specifications outlined on pages 4-10. A bar is not required on a vinyl/leather directory.
- The Best Western Premier logo must appear at the top, centred from left to right of the front cover and must precede the property name or logo.
- If the Best Western Premier logo is not immediately above the property name, the words “Best Western Premier” must precede the property name.
- If the property logo is used, it may not be larger than the Best Western Premier logo and must be visibly separated from the Best Western Premier logo. The words “Best Western Premier” must precede the property logo.
- Paper Guest Directories: A full colour Best Western Premier logo with colour bar or the one colour gold BW Premier logo with gold bar on off white paper. Property logo must include the words “Best Western Premier”. Property logo can be in their own colours.
- Leather or Vinyl Directories: If using the Best Western Premier full colour or one colour logo, background colour must be an approved Best Western colour or burgundy. For all other colours, the words “Best Western Premier” must be used. No bar is required on leather or vinyl directories.
- If an electronic Guest Directory is used instead of a printed version, the Best Western Premier logo or words “Best Western Premier” must appear on the first screen.

SOME RECOMMENDED EXAMPLES FOR PRINTED BEST WESTERN PREMIER GUEST DIRECTORIES ...

Miscellaneous

Several Items

This section can only give a short overview of some examples - please make sure you contact your Affiliate/PDR or Best Western International in order to ensure the correct production of any speciality item.

FLOOR MATS - TECHNICAL SPECIFICATIONS

COLOUR: **Full colour or one colour gold logo -** colour field of mat must be Best Western Blue, Best Western Red, Best Western Grey, black or taupe. If using the property logo, background can be any colour.

LOGO SIZE: **Horizontal Format –** equal to 50% of the height of the mat.
Vertical Format – equal to 50% of the width of the mat.

FLAGS - TECHNICAL SPECIFICATIONS

COLOUR: **Full colour Best Western Premier logo** on any background colour.

LOGO SIZE: Horizontal dimension of logo or icon must be no less than 40% of the fly (width) of the flag.
Vertical dimension of the logo or icon must be no less than 75% of the fly (width) of the flag.

SPECIALITY ITEMS - TECHNICAL SPECIFICATIONS

COLOUR: **Full colour logo or one colour gold logo -** can print on any background colour.
If using the words Best Western Premier, background can be any colour.

LOGO SIZE: Logo size must be maximized on items such as sweets, key chains, lapel pins, etc.
The logo may print smaller than 20 mm on these items, but must be legible and maximized in the space available.

CLOTHING - TECHNICAL SPECIFICATIONS

COLOUR: **Full colour logo or one colour gold logo -** on any colour material.
If using the words Best Western Premier, background can be any colour.

LOGO SIZE: 37 mm wide.

Best Western Premier Exterior Signage

General Rules

Our main marketing tool is exterior signage. The familiarity and the good image of the brand are transferred to each individual hotel through the consistent and correct placement of exterior signs on your property. Many hotels that have joined Best Western, earned 10% more revenue, due to visibly well placed outdoor signage. It is also a form of advertising, particularly when you consider the number of people passing your hotel every day. To achieve the appropriate familiarity and image for Best Western Premier, it is essential that the following guidelines are followed.

This manual is not sufficient to construct signs. Manufacturers need specifications which will be supplied by Best Western International or the Affiliate office/PDR.

COLOURS OF BEST WESTERN PREMIER EXTERIOR SIGNAGE

Only vinyls from the worldwide distributor and manufacturer 3M or ARLON must be used to be sure of the correct colour.

TWO RADIUS LINES:
The Best Western Premier logo for On Premise Exterior Signs must have two yellow radius lines.

BACKGROUND:
If the Best Western Premier logo has a background colour and it is not wall mounted or free standing, the background colour must be white. For illuminated signs, for the white colour, use the diffuser foil (3M 3635-30).

The only approved vinyl sign materials are:

ARLON - with FX SignTech Substrate	3M VINYLS with 945 Panaflex Substrate
Blue 860 • Opaque Blue 5-49 • Red 861	Blue VT3629 • Opaque Blue VS4431 • Red VT5567
Yellow 2500 • Opaque Gray 7-112 • Gold Metallic 131	Yellow VT3728 • Opaque Gray VS3762 • Gold 3630-131

GENERAL RULES FOR BEST WESTERN PREMIER EXTERIOR SIGNS

PROPERTY IDENTIFICATION SIGN

Every property must have at least ONE Best Western Premier Property Identification Sign in a prominent position, which must follow either the OPTION 1 – monumental style, OPTION 1- vertical style, OPTION 2 – horizontal style or OPTION 3 – Best Western Premier Logo And Property Name Letters as described on the following pages.

- Wherever a Property Identification Sign is located; the Best Western Premier logo must precede the hotel name (in direction of reading, above or on the left side of the hotel name) in materials similar to the sign construction. The reason for this is to show the guest the complete hotel name on the first view during his arrival.
- The Property Identification Sign must be placed in a prominent position that gives maximum visibility to the public and be clearly visible at all times (night and day).
- The Property Identification Sign must be illuminated. Internal illumination is preferred. Sufficient Lighting must be provided to ensure visibility day and night.
- Must be no less than 4180 cm ^{2}

Best Western Premier Exterior Signage

General Rules

ENTRANCE SIGNS

The main entrance to the hotel the guests come in through, must display a Best Western Premier logo (minimum 310 mm wide) or a Best Western logo (minimum 200 mm wide). Above the door (on a canopy), beside the door (a Property Identification Sign or a membership plaque) and at the door (a decal logo can be either full colour or frosted glass imitation) are acceptable. Even the words “Best Western Premier” are acceptable but not recommended.

SECONDARY PROPERTY NAME SIGNS

It is highly recommended to design all exterior property name signs like the Property Identification Signs for Best Western Premier hotels and to use the descriptor “Premier”. If the property already has a complying Property Identification Sign or other existing complying Best Western or Best Western Premier signs, they may be retained until replaced.

- The Best Western Premier logo or the Best Western brand must always precede the property name. If one complying Best Western Premier Property Identification Sign is displayed in a prominent position, other property name signs can be combined with the full colour Best Western logo (with or without the descriptor “Premier”) or the words “Best Western Premier“ or “Best Western“ in an approved typestyle but may not meet the minimum criteria of the Property Identification Signs.
- All signage with property name must be branded with either Best Western Premier logo or words “Best Western Premier” or the Best Western logo (or the words).
- If the property name portion of a Secondary Property Name Sign is illuminated, the Best Western Premier logo (or the words Best Western Premier), or the Best Western brand (logo or words) must be similarily illuminated.
- Signs may be installed on monument structures that coordinate with the architectural design of the building, be wall mounted, flag mounted, roof mounted or pole mounted, single faced or double faced cabinets.
- Rating symbols if displayed must be located under or to the right of the property name and be visually separated from the Best Western Premier or Best Western brand (logo or words). Unless the property logo has incorporated stars or rating symbols as an integral part of its logo, in which case the logo may be displayed if properly branded.
- If branding with the words “Best Western Premier”, they must be one of the colours of the property logo or Best Western Gold.
- Alternative materials such as natural materials, faux stone, wood grain and plaster may be approved by Best Western International for signs if local authorities do not permit man made materials and/or full colour logos or there is an obvious and compelling architectural reason for utilizing these alternate materials. Natural materials are defined as brass, iron, copper, stone and wood.
- Historical plaques, etchings, engravings or artwork that display the property name requires written approval by Best Western International.

Signage

Off Premise

Off Premise signs give an additional opportunity to persuade a potential guest to stay at your hotel. Many will be attracted by the well-known brand of Best Western. It is not mandatory to have off premise signs, but if they do exist and the hotel has control over the signage they must comply with either Best Western guidelines or the following Best Western Premier guidelines:

- The Best Western Premier logo must always be in full colour and appear on the left or at the top of the board, representing approximately 30% (never less than 20%) of the total space of the logo and hotel name.
- The size of the board may vary and may be designed vertically or horizontally.
- The background field must be white with a gold outline.
- All copy must be contained within the Best Western Blue inner field with gold outline. The types in the field must be white (property name/sales message) and the directional information in Best Western Yellow. Copy can never be placed under the Best Western Premier logo or on the white encasement/background.
- All copy in the blue inner field must be in an approved typestyle - ITC Century Book Condensed (property name, sales message) and/or Adobe Helvetica Neue (directional information) however, the property name may be in its own typestyle.
- If the property name is illuminated, the Best Western logo or words must be similarily illuminated.
- Shared signs are also acceptable. The Best Western Premier portion of the board must be clearly differenciated from other users and follow Best Western Brand Identity Graphic Standards.

Property Identification Signage

Rules and Samples

OPTION 1 A – MONUMENT STYLE

- The full colour Best Western Premier logo must represent 70% of the total sign.
- The minimum size of the total sign is 564 mm wide and 742 mm high.
- The property name must be displayed in white colour on a Best Western Blue field. The typestyle to be used is ITC Century Book Condensed (all caps, with initial cap 20% larger). It is possible to display the property name in the own typestyle, but this is not recommended.
- Rating symbols must be displayed in white within the Best Western Blue property name panel beneath the property name. Ratings must be from a recognized authority.
- The background field has to follow the rounded lines of the logo.
- The background colour of the sign is always white.
  Please contact your affiliate office/PDR or BWI for sign specifications.
- The white background field and the blue text field both have a gold outline (from the side the sign is gold).
- The sign must be placed in a prominent position that gives maximum visibility to the public and be clearly visible at all times.

OPTION 1 B – MONUMENT STYLE WITH AMENITY PANEL

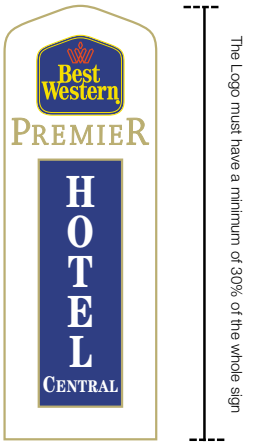
- An exterior sign will be accepted as a Property Identification Sign when it is not mounted on a wall (but needs to be in a prominent position).
- All regulations above must be followed.
- It is acceptable to include an amenity panel as long as both of the signs are separated.
- The amenity panel must be the same width as the property cabinet.
- Amenity panels must display white text within a Best Western Blue background.
- It must be no less than half the height and no taller than twice the height of the property name panel.

Property Identification Sign

Rules and Samples

OPTION 1 C – VERTICAL STYLE

- An exterior sign in this design will even be acceptable as a Property Identification Sign option one if the Best Western Premier logo is a minimum 30% of the total sign and larger than 387 mm wide.
- All regulations from pages 22-25 must be followed.
- In this design, the bigger types look better all in capitals.



OPTION 2 – HORIZONTAL STYLE

- The full colour Best Western Premier logo must represent 30% of the total sign.
- The property name must be displayed in white within a Best Western Blue field. The typestyle to be used is ITC Century Book Condensed Bold type (all caps, with initial cap 20% larger). To display the hotel name in the property typestyle is possible but not encouraged.
- The background colour of the sign is always white. If the sign is used as a neon sign the white colour is opaque, the Best Western Blue colour is translucent.
- The white background field and the blue text field both have a gold outline (from the side the sign is gold).
- The sign must be placed in a prominent position that gives maximum visibility to the public and be clearly visible at all times.

Property Identification Sign

Rules and Samples

OPTION 3 - BEST WESTERN PREMIER LOGO AND PROPERTY NAME LETTERS

- The Best Western Premier logo is positioned above or on the left side of the property name.
- The full colour Best Western Premier logo represents at least 30% of the total space of the logo and hotel name.
- If you wish to internally illuminate the individually mounted letters (Premier), the smallest letter must be 350 mm in height. For those properties that do not have sufficient space, the Best Western Premier logo may be contained within a cabinet (as seen in Example B). The cabinet must follow the cabinet style (rounded edges) and follow all other guidelines in relation to colour.
- The property name may be in either an approved Best Western typestyle or in the property typestyle.
- Best Western Gold or Best Western Blue are the recommended colours for the property name, or one of the approved Best Western colours (black, white, Best Western Red, Best Western Yellow or Best Western Grey).
- If an existing property name is illuminated, the Best Western Premier logo must be similarly illuminated.
- The sign must be placed in a prominent position that gives maximum visibility to the public and be clearly visible at all times.
- Signs may be installed on a wall, building, roof or on a free standing structure that co ordinates with the architectural design of the building.

EXAMPLE A

EXAMPLE B

EXAMPLE A

EXAMPLE A

EXAMPLE B

Secondary Property Name

(Other than Property Identification Sign)

All signs that have the property name/logo (not the property graphic logo) must be branded with either the Best Western or Best Western Premier brand (logo or words). Because of local zoning requirements, historical district regulations and architectural reasons, it is sometimes not possible to design all exterior signs in the regulations of the Property Identification Signs. It is recommended to use the Best Western Premier logo to increase the awareness of Best Western Premier. The words “Best Western Premier” are also acceptable. The Best Western Premier (logo or words) or Best Western brand (logo or words) must not be less than 20% of the total sign area.

Please note: The minimum size of any Best Western Premier logo used on an exterior sign is 310 mm wide. The minimum size of any Best Western logo used on any exterior sign is 200 mm wide.

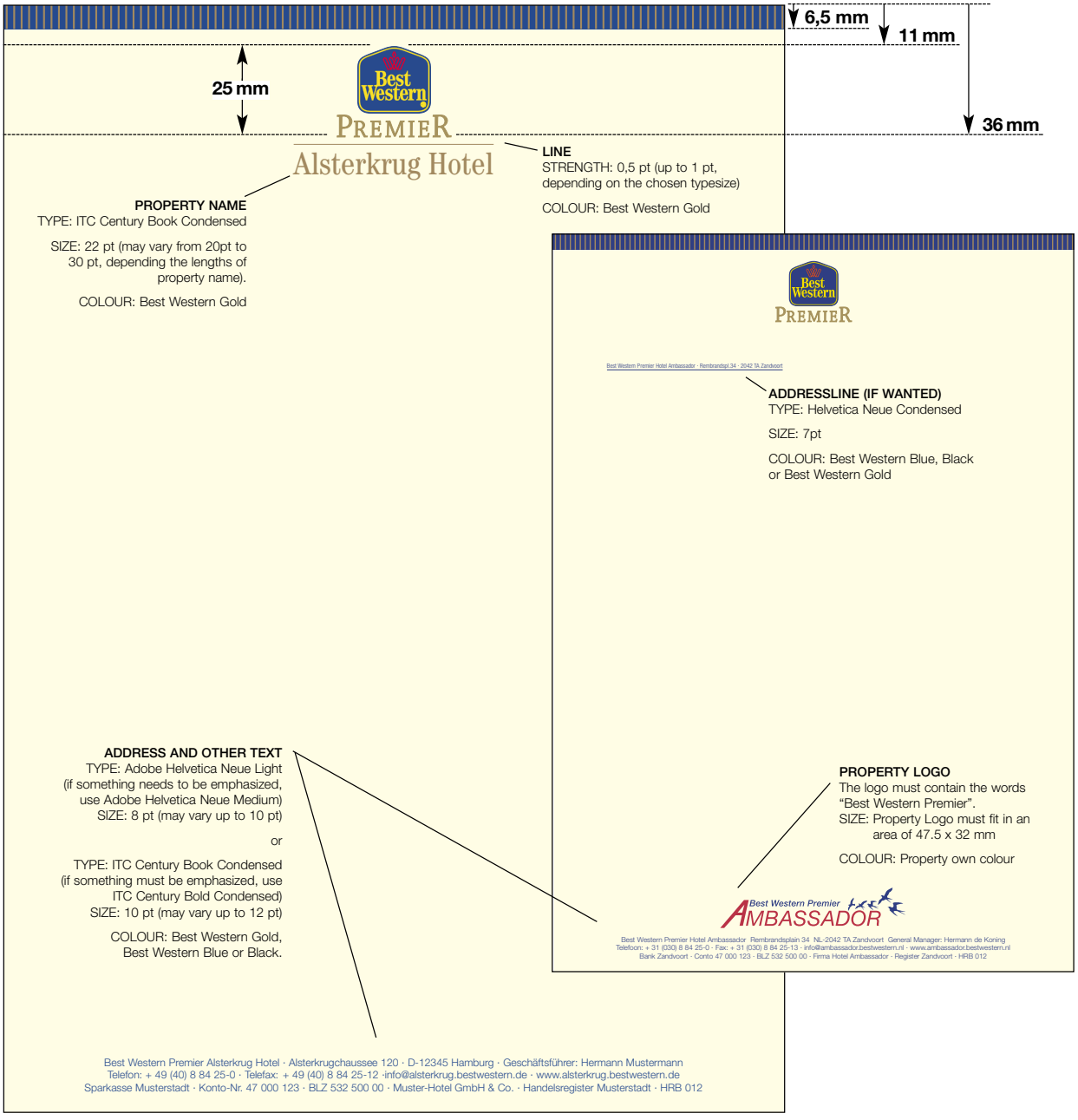
- The logo must always precede the property name. If one complying Best Western Premier Property Identification Sign is displayed in a prominent position, other signs should be combined with the full colour Best Western logo (with or without the descriptor “Premier”) or the words “Best Western Premier“ or “Best Western“ in an approved typestyle that may not meet the minimum criteria of the Property Identification Signs.
- If the property name portion of a Secondary Name Sign is illuminated, the Best Western logo (or the words Best Western) must be similarily illuminated.
- Signs may be installed on monument structures that coordinate with the architectural design of the building, be wall mounted, flag mounted, roof mounted or pole mounted, single faced or double faced cabinets.
- Rating symbols if displayed must be located under or to the right of the property name and be visually separated from the Best Western logo or words “Best Western Premier”. Unless the property logo has incorporated stars or rating symbols design as an integral part of its logo in which case the logo may be displayed if properly branded.
- If branding with the words “Best Western Premier”, they must be the same colour as the logo or gold.
- Alternative materials such as natural materials, faux stone, wood grain and plaster may be approved by BWI for signs if local authorities do not permit man made materials and/or full colour logos or there is an obvious and compelling architectural reason for utilizing these alternate materials. Natural materials are defined as brass, iron, copper, stone and wood. Written approval is required by Best Western International before manufacturing the sign.
- Historical plaques, etchings, engravings or artwork that display the property name may omit branding subject to approval by Best Western International.

Letterheads

Technical Specifications

SPECIFICATIONS IN ADDITION TO THOSE SPECIFICATIONS ON PAGES 4-10

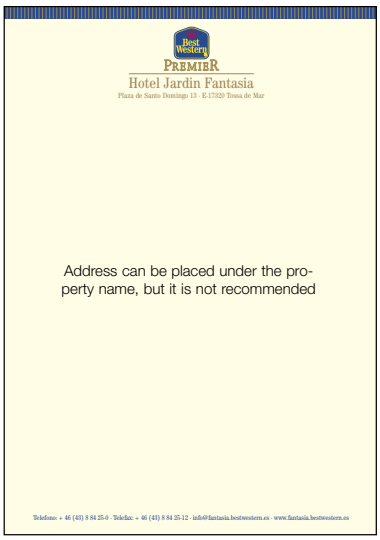
- The page size must be A4 (210 mm X 297 mm). Actual size not shown.
- Printing and paper material should be high quality, minimum paperweight: 80g, must be off white.
- The full colour Best Western Premier logo is highly recommended, the one colour logo option is acceptable. The described logo size (see page 10) must be used.
- The gold colour must always be printed in Pantone 873 or produced with gold foil.
- The designs shown here are the highly recommended ones.


6,5 mm
11 mm
36 mm
25 mm
Best Western
PREMIER
Alsterkrug Hotel
LINE
STRENGTH: 0,5 pt (up to 1 pt, depending on the chosen typesize)
COLOUR: Best Western Gold
PROPERTY NAME
TYPE: ITC Century Book Condensed
SIZE: 22 pt (may vary from 20pt to 30 pt, depending the lengths of property name).
COLOUR: Best Western Gold
Best Western
PREMIER
Best Western Premier Hotel Ambassador · Rembrandtspl.34 · 2042 TA Zandvoort
ADDRESSLINE (IF WANTED)
TYPE: Helvetica Neue Condensed
SIZE: 7pt
COLOUR: Best Western Blue, Black or Best Western Gold
ADDRESS AND OTHER TEXT
TYPE: Adobe Helvetica Neue Light (if something needs to be emphasized, use Adobe Helvetica Neue Medium)
SIZE: 8 pt (may vary up to 10 pt)
or
TYPE: ITC Century Book Condensed (if something must be emphasized, use ITC Century Bold Condensed)
SIZE: 10 pt (may vary up to 12 pt)
COLOUR: Best Western Gold, Best Western Blue or Black.
PROPERTY LOGO
The logo must contain the words "Best Western Premier".
SIZE: Property Logo must fit in an area of 47.5 x 32 mm
COLOUR: Property own colour
Best Western Premier
AMBASSADOR
Best Western Premier Hotel Ambassador Rembrandtsplain 34 NL-2042 TA Zandvoort General Manager: Hermann de Koning
Telefoon: + 31 (030) 8 84 25-0 · Fax: + 31 (030) 8 84 25-13 · info@ambassador.bestwestern.nl · www.ambassador.bestwestern.nl
Bank Zandvoort · Conto 47 000 123 · BLZ 532 500 00 · Firma Hotel Ambassador · Register Zandvoort · HRB 012
Best Western Premier Alsterkrug Hotel · Alsterkrugchaussee 120 · D-12345 Hamburg · Geschäftsführer: Hermann Mustermann
Telefon: + 49 (40) 8 84 25-0 · Telefax: + 49 (40) 8 84 25-12 ·info@alsterkrug.bestwestern.de · www.alsterkrug.bestwestern.de
Sparkasse Musterstadt · Konto-Nr. 47 000 123 · BLZ 532 500 00 · Muster-Hotel GmbH & Co. · Handelsregister Musterstadt · HRB 012

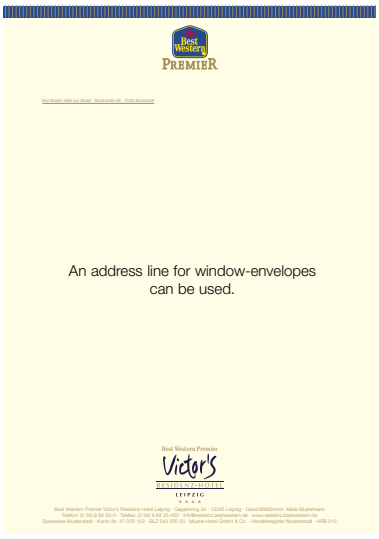
Letterheads

Further Samples

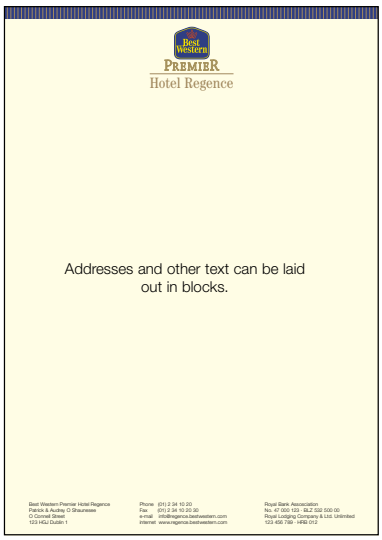
EXAMPLE A


Best Western
PREMIER
Hotel Jardin Fantasia
Plaza de Santo Domingo 13 · E-17320 Tossa de Mar
Address can be placed under the property name, but it is not recommended
Telefono: + 46 (43) 8 84 25-0 · Telefax: + 46 (43) 8 84 25-12 · info@fantasia.bestwestern.es · www.fantasia.bestwestern.es

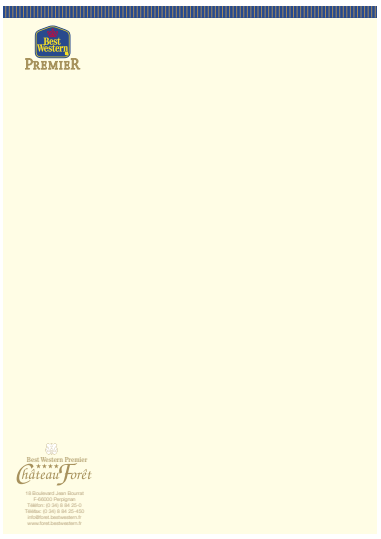
EXAMPLE B



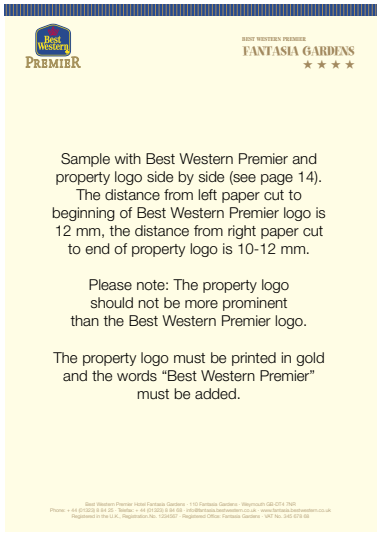
EXAMPLE C



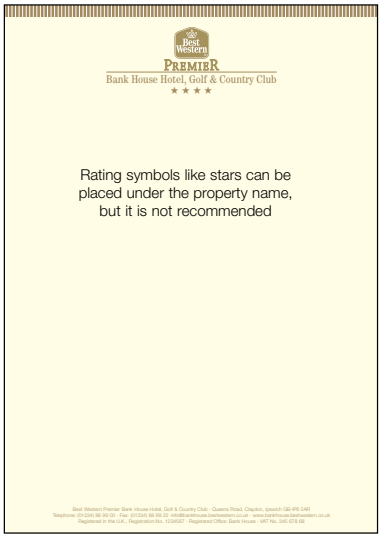
EXAMPLE D



EXAMPLE E


Best Western
PREMIER
BEST WESTERN PREMIER
FANTASIA GARDENS
Sample with Best Western Premier and property logo side by side (see page 14). The distance from left paper cut to beginning of Best Western Premier logo is 12 mm, the distance from right paper cut to end of property logo is 10-12 mm.
Please note: The property logo should not be more prominent than the Best Western Premier logo.
The property logo must be printed in gold and the words “Best Western Premier” must be added.

EXAMPLE F


Best Western
PREMIER
Bank House Hotel, Golf & Country Club
Rating symbols like stars can be placed under the property name, but it is not recommended

Envelopes

Technical Specifications and Examples

If no hotel identification is used on the envelope the Best Western Premier logo, colour bar and design are not required.

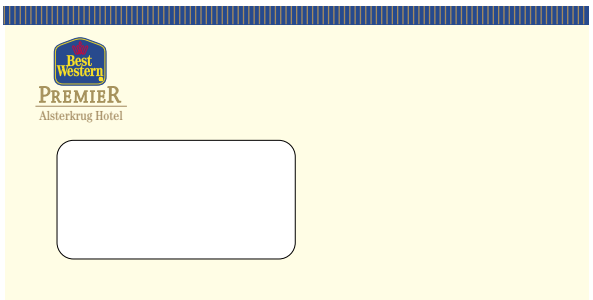
IF THE PROPERTY NAME OR LOGO IS FEATURED ON ENVELOPES, THEY MUST BE BRANDED WITH THE BEST WESTERN PREMIER LOGO. FOLLOW THE SPECIFICATIONS OUTLINED IN PAGES 4-10 AND BELOW:

- The Best Western Premier logo is always placed at the top left of the envelope in full colour or one colour gold (see page 10). If using full colour logo on letterhead, must use full colour on envelope. If using one colour gold on letterhead, must use one colour gold on envelope.
- The Best Western Premier bar is always placed at the top of the envelope. If a coloured bar on the top is not allowed by postal regulations, the envelope may be printed without the bar.
- Please check, if your address on the envelope is really necessary. Often the hotel-postmark has the address and property logo anyway.
- Paper must be off-white.

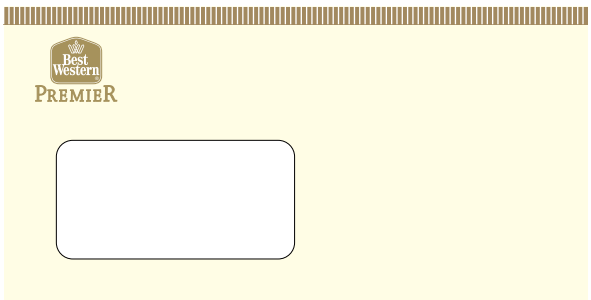
EXAMPLE A

6,5 mm
11 mm
25 mm
36 mm
Best Western
PREMIER
Airport Hotel
Dresden
Karl-Marx-Straße 25 · D-01109 Dresden
Tel.: (03 51) 88 33-0 · info@aiporthoteldresden.bestwestern.de
PROPERTY NAME
TYPE: ITC Century Book Condensed
SIZE: 20 pt (may vary from 20pt to 24 pt, depending on the length of property name)
COLOUR: Best Western Gold
ADDRESS (IF NECESSARY)
TYPE: ITC Century Book Condensed
SIZE: 8 pt (may vary up to 10 pt)
or
TYPE: Adobe Helvetica Neue Light
SIZE: 7 pt (may vary up to 9 pt)
COLOUR: Best Western Gold

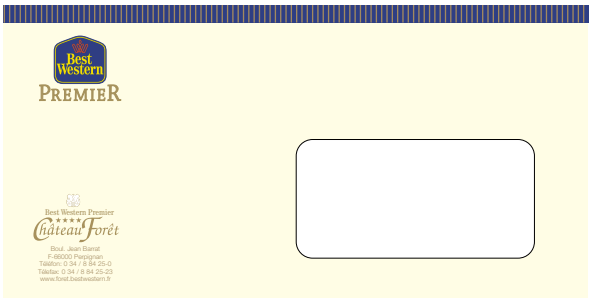
EXAMPLE B



EXAMPLE C



EXAMPLE D



EXAMPLE E

If a coloured bar on the top is not allowed by postal regulations, the envelope may be printed without the bar.

Business Cards

Technical Specifications and Examples

FOLLOW THE TECHNICAL SPECIFICATIONS OUTLINED ON PAGES 4-10 AND BELOW:

- The card size must be 54 x 86 mm (size of a credit card).
- Either the full colour Best Western Premier logo or the one colour gold logo is allowed. The described logo size (see page 10) has to be used.
- Be careful when placing the Property logo beside the Best Western logo. It shouldn't be too close. **If the property is using its own logo in its own colours, Example E is the only option allowed.**
- The paper material can be laminated or not but must have a minimum weight of 300g and must be off-white.

EXAMPLE A

EXAMPLE B (used with Option 1)

The property name can also be placed at the right side of the logo, but must be printed in ITC Century Condensed typestyle and in Best Western Gold.

EXAMPLE C (used with Option 3a and 3b)

If a property logo is used, it cannot be more prominent (larger) than the Best Western Premier logo and cannot be before the Best Western Premier logo (in reading direction above left to down right). The property logo must be in Best Western Gold.

EXAMPLE D (used with Option 1)

If the centred design has been chosen for stationery, then a centred business card will also be accepted.

EXAMPLE E (used with Option 2)

The centred design has to be chosen for stationery, where a property logo in its own colours is used.

Your Branding Specialists

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1010 Wien
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Telefax: +43 (01) 505 47 06 29

Belgium
Heldensquare, 2, square des Héros
1180 Bruxelles
Telephone: +32 (02) 374 31 85
Telefax: +32 (02) 375 06 23

China
Room 1605, 16th Floor, Tower 1,
Henderson Centre Beijing
18 Jianguoimennei Dajie,
Beijing 100005
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Telephone +(86-10) 6518-6635/6637
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65760 Eschborn
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Amy Johnson Way, Clifton Moor
York Y030 4GP
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106 72 Athens
Telephone: +30 (10) 364 4343/44
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For Hotels in Ireland:
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